



San Diego City Attorney **MICHAEL J. AGUIRRE**

NEWS RELEASE

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LONGS DRUGS TO PAY \$1 MILLION TO SETTLE ALLEGATIONS IT OVERCHARGED CUSTOMERS IN CALIFORNIA

San Diego, CA: San Diego City Attorney Michael Aguirre, along with the District Attorneys of Marin, Santa Barbara, Santa Clara, and Sonoma Counties, announced today a \$1 million settlement in a consumer protection lawsuit filed against Longs Drug Stores California Inc. The lawsuit, filed in Marin Superior Court, alleged that Longs price scanners charged customers more than the posted or advertised price for items in its California stores, including San Diego.

Without admitting wrongdoing, Longs agreed to pay \$800,000 in penalties, \$105,000 to reimburse the respective state and local Weights and Measures offices for their investigative costs, and \$95,000 in restitution, for a total of \$1 million. The restitution will be paid into two state restitution trust funds for use in investigating and prosecuting consumer protection cases.

“Consumers have a right to expect accurate pricing in all retail transactions,” said City Attorney Michael Aguirre. “The City Attorney’s Consumer and Environmental Protection Unit prosecutes these cases to assure that merchants fulfill their pricing accuracy obligations.”

Aguirre praised Weights and Measures officials in San Diego and throughout the state for their efforts in investigating the overcharging allegations. Aguirre also acknowledged the cooperation of Longs in addressing its pricing accuracy problems.

The court judgment also requires that Longs continue to administer a pricing accuracy program in all of its California stores. The program, which began in January 2006 and will continue at least through 2008, provides Longs customers with free or discounted items if they are overcharged. The “Scan Right” guarantee is posted in every Longs Drugs store in California. Longs initiated additional price check programs to improve its pricing accuracy prior to the settlement of the case.

Consumers in San Diego who believe they were overcharged at any store in San Diego should call the San Diego County Department of Agriculture, Weights and Measures at 1-888-TRUE SCAN (1-888-878-3722), or visit their website at www.sdcawm.org.

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